

# WE'VE PASSED THE MILLION MARK IN BIRMINGHAM

## 6,015,394 Lines Total 2,111,256 Lines Gained

### Remarkable Six Months' Record of The Birmingham News

For the six months of 1919, ended June 30, The Birmingham News printed a total of 6,015,394 lines of paid advertising—a gain of 2,111,256 lines over the corresponding period of last year, or 54%. This constitutes far and away the greatest six months' record in the history of The Birmingham News, and, though complete records of other Southern newspapers are not yet available, it is to be questioned if it has ever been previously duplicated in Southern newspaper history. Certainly the performance has not been matched previous to the first six months' period now under survey and analysis.

	<b>THE NEWS</b>		<b>The Age-Herald</b>		<b>The Ledger</b>	
	1st 6 Mos. 1919	1st 6 Mos. 1918	1st 6 Mos. 1919	1st 6 Mos. 1918	1st 6 Mos. 1919	1st 6 Mos. 1918
Local	3,853,542	2,622,970	1,984,025	1,623,258	1,729,154	1,377,838
Classified	645,708	402,276	536,200	362,236	320,558	248,738
National	1,516,144	878,892	877,912	576,114	499,856	504,938
<b>Total</b>	<b>6,015,394</b>	<b>3,904,138</b>	<b>3,398,137</b>	<b>2,561,608</b>	<b>2,549,568</b>	<b>2,131,514</b>
	<b>Gain 2,111,256</b>		<b>Gain 836,529</b>		<b>Gain 418,054</b>	

The News' total of 6,015,394 lines for six months represents an average of more than a million lines per month—a truly remarkable showing when it is stated that previous to March of this year The News had never reached a million lines in a single month, although it had long been close to that coveted goal.

The News' total of all lines of advertising for the six months was 67,690 lines in excess of the totals for the period of the other two Birmingham newspapers COMBINED, and its gain was 856,674 LINES IN EXCESS OF THE COMBINED GAINS of the other two. Its gain approximated The Ledger's total.

The News' total of Local Display Advertising for the six months' period was 140,363 LINES IN EXCESS of the total Local Display Advertising of the other two Birmingham newspapers COMBINED.

The News' total of National Advertising for the six months' period was 138,376 LINES IN EXCESS of the total National Advertising of the other two Birmingham newspapers COMBINED.

The News' total number of separate and distinct Classified Advertisements printed in the six months' period was 79,800—AN EXCESS OF 13,731 over the total number printed by the other two Birmingham newspapers COMBINED. The News' total number of separate Classified Advertisements was more than three times The Ledger's total and approximately double that of The Age-Herald.

This is believed to be the most sweeping evidence of supremacy ever offered by a newspaper in a three-newspaper field. Certainly it demonstrates most convincingly that Evidently Advertisers KNOW.

## The Birmingham News

*The South's Greatest Newspaper*

**Advertisers Can Dominate Birmingham--At  
ONE COST--By Concentrating In The News**

Ask to see the A. B. C. Audits on the three Birmingham Newspapers.

**Kelly-Smith Co., Foreign Representatives  
Marbridge Bldg., New York; Lytton Bldg., Chicago**

J. B. KEOUGH, Southern Representative, Candler Bldg., Atlanta, Ga.

Member Audit Bureau of Circulation